



"DIRECT FROM WORKSHOP"

PROVIDENCE, RHODE ISLAND

Thirteen years ago we began to sell jewelry by mail, from Salem, Mass. For twelve years we were located in that city, or until last fall, when we moved into our new shop in Providence, R.I. Our new shop, pictured above, is 75 feet wide by 200 feet long and contains over an acre of floor space.

Our business has grown rapidly — there has been no two consecutive years during the past seven that our business has n't doubled in volume. It has grown thus rapidly because we have given our customers **good values** and **good service**; because we have invariably given them a "**square deal**"; because we have striven to merit their fullest confidence.

There's only one way to build up a business, and that is upon the base of confidence. Low prices and prompt service alone will not suffice — there must be a desire and a determination to be always fair, always honorable, always mindful of a customer's interests. **We aim** to have the spirit of good will dominate all our business dealings; our department heads and clerks are instructed to consider the customer first; they are told to handle each order that comes to them just as though it was a personal commission from a friend.

We propose to treat you so well that when you need any one of the ten thousand articles illustrated in our catalog **Baird-North Co.** will be the first name to enter your mind. This policy has brought our business up to its present magnitude; has established our reputation as a liberal, trustworthy house; has made ours the largest mail order jewelry house in the world.

We believe that we hold the confidence of our customers to a greater degree than any other mercantile establishment in the country. You will better grasp the significance of this when we tell you that since the first of November, the beginning of the unsettled financial conditions, we have received a substantial increase in business over the corresponding months of last year. Few are they who have been so signally favored.

We have customers who have bought our goods from the first year of our mail order business. They would not have become permanent patrons if they had n't received full value for their money — if they had n't received courteous and liberal treatment at our hands; in short, if we had n't supplied their needs better than anybody else could.

In our catalog of a year ago we predicted that our moving to Providence meant an advantage to our customers, in service and in lower prices. Our service has been better than ever before, and in this book you will find hundreds of articles priced lower than in our 1908 catalog. We have reduced the cost of production and also the cost of distribution, and our customers receive the benefit. **Again**, we have increased the output of our shop — we are this year making several hundred numbers that last year we, for lack of room, were obliged to buy from other manufacturers.

Our prices are at least one-third lower than those of your local jeweler — a comparison will prove this. The reason for our low prices is made clear in three words, "**direct from workshop.**" By selling our goods direct to the user, we eliminate the jobber, the wholesaler, and the retailer, and the people appreciate our one-profit plan.

Our goods are right in quality — they are fully guaranteed to you. Our prices are **low** — the money you send us is **your money** until you have examined the goods and feel thoroughly satisfied with them. If for any reason you are not satisfied, send the goods back to us and we will return your money in full — asking no questions — requiring no explanation. That you are not **pleased** is reason enough. *Goods that have been made to special order or goods that have been engraved cannot be returned.*

Order early. We, probably more than any other mail order house, strive to make our shipments promptly. Last season a few of our friends were, for some cause beyond our control, disappointed by not receiving their goods in time for Christmas. We want to reduce the number of disappointed customers, and we ask you to cooperate with us by ordering early.

We exercise every precaution that our experience of thirteen years has proven effective or necessary, but we do not expect the time will ever come when we will be able to accurately anticipate the demand for each of the 10,000 articles in our catalog. However, to those of our customers who will order early, there can be no disappointment.

We have tried to make this catalog so valuable that you will be glad to keep it for daily reference. We have tried to make it so attractive that you will show it to your friends and neighbors. Put the book in your bookcase or some convenient place — it will save you money.

Don't fail to tell us of any change in your address; we remind you, as we know you don't want to miss receiving our catalogs as they are issued. Catalogs are third-class mail matter, and if sent to the wrong address the postmaster cannot forward them to you.

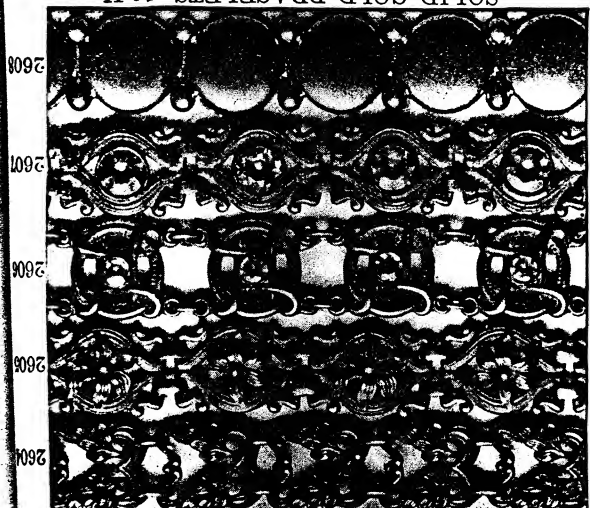
Directions for ordering are given on the last page, and the **index** is on the inside of the back cover.



10K EAR SCREWS, COLLAR SUPPORTERS, ETC.

The pictures show the exact size. The stones are genuine.

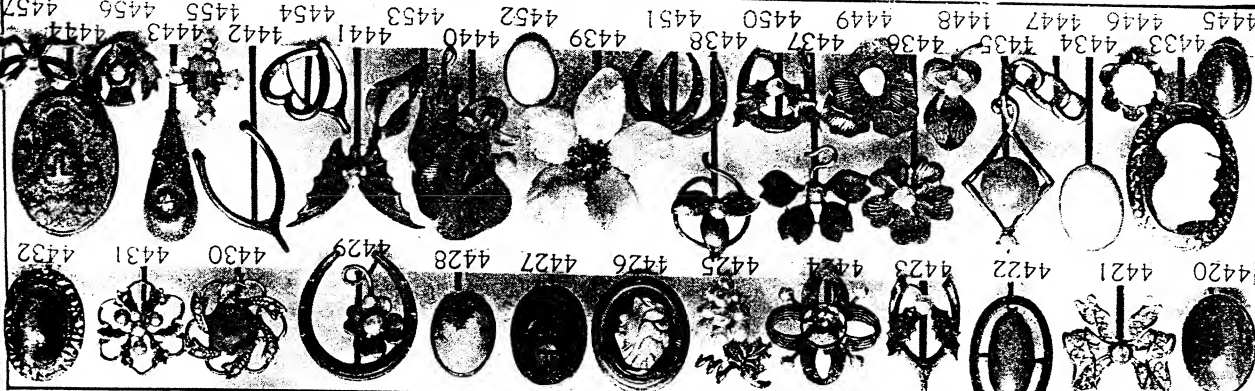
- 4366 Ear screws, diamond sapphires \$3.00
- 4367 Ear screws, diamond \$3.00
- 4368 Ear screws, diamond \$3.00
- 4369 Collar supporter, each \$3.00
- 4370 Collar supporter, each \$3.00
- 4371 Ear screws, opal \$2.50
- 4372 Ear screws, ball \$2.50
- 4373 Ear screws, polished \$2.50
- 4374 Good-luck tumbler \$3.00
- 4375 Ear screws, sapphire \$3.00
- 4376 Ear screws, garnet \$3.00
- 4377 Pendant, bar, sapphire \$3.00
- 4378 Ear screws, garnet \$3.00



SOLID GOLD BRACELETS, 10K.

The pictures are exact size. The amethysts are genuine. The clasps are invisible. No. 2608 is 7 1/2 inches long.

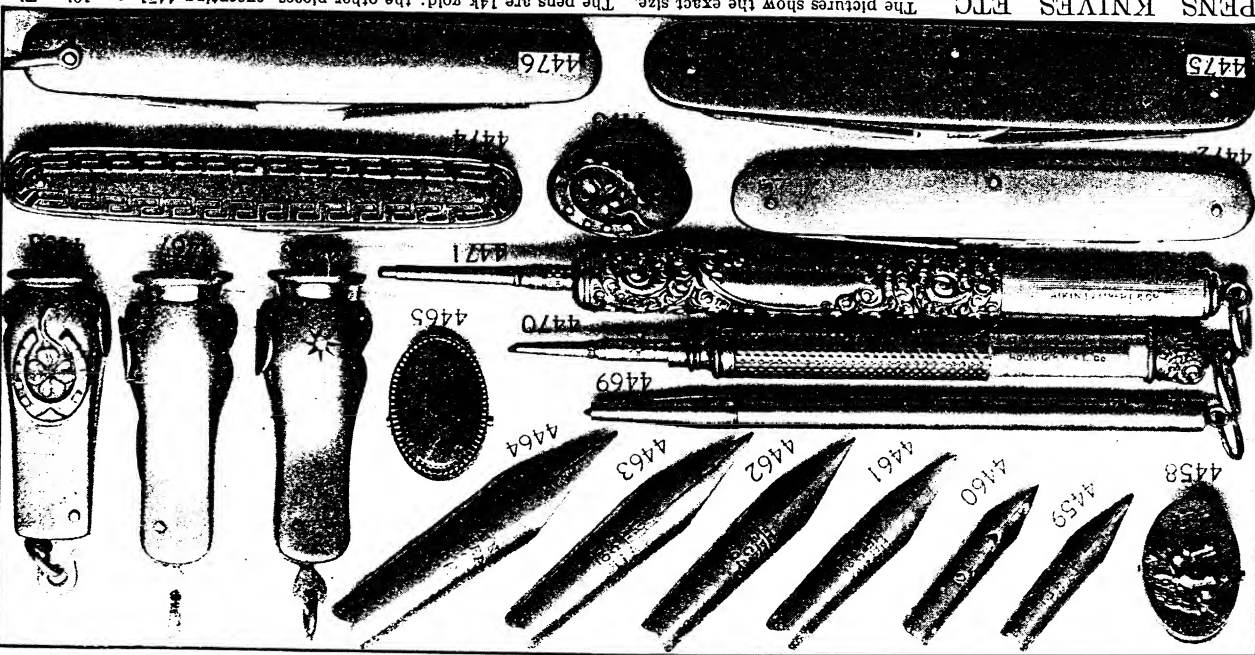
- 2604 Leaf design \$10.00
- 2605 Lily design \$10.00
- 2606 Amethysts \$11.00
- 2607 Amethysts \$12.00
- 2608 Plain Roman \$12.00



SCARF PINS, 10K.

The pictures show the exact size. The stones are genuine and of good quality.

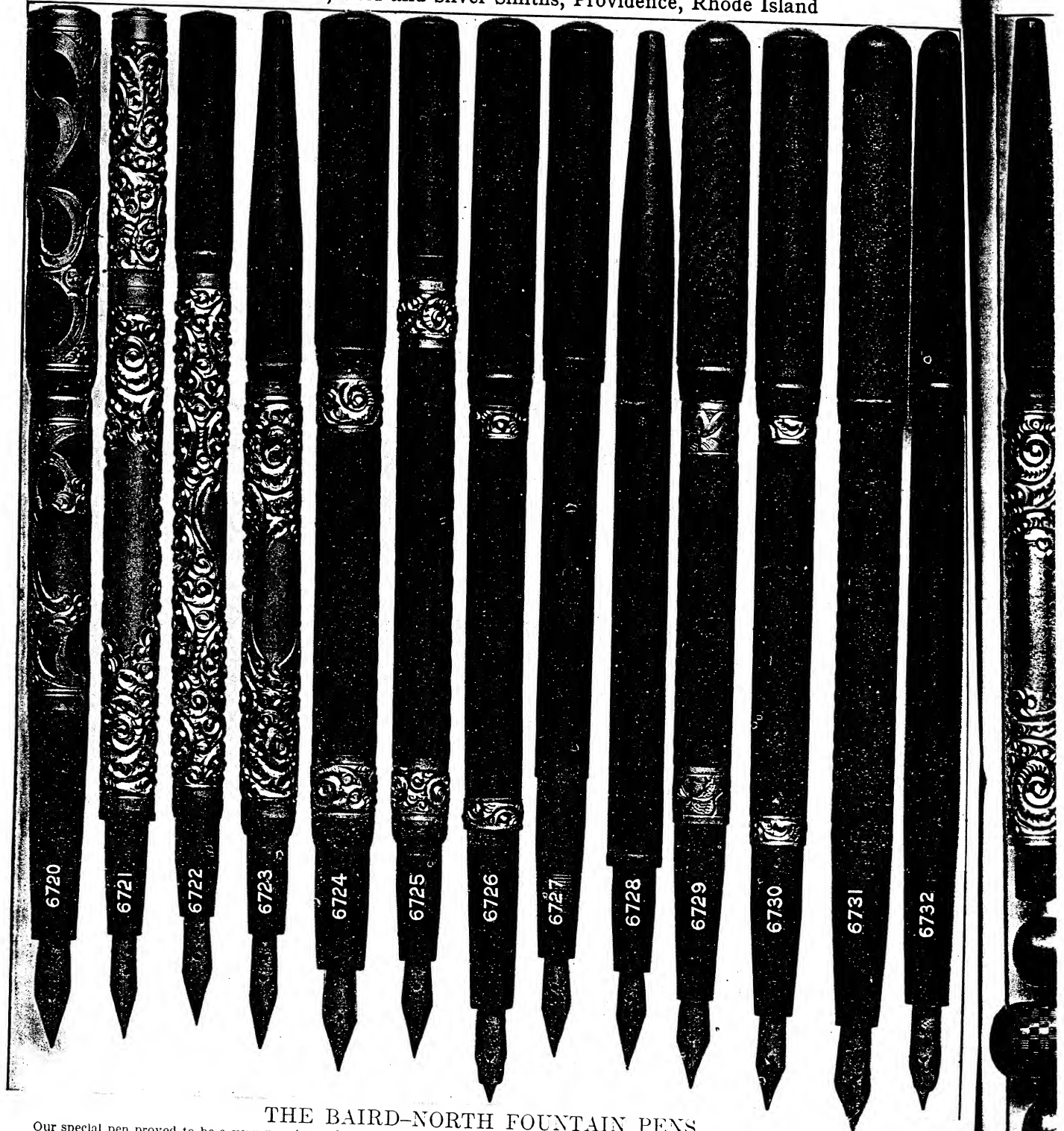
- 4420 Tiger eye \$1.75
- 4421 Filigree, dia. \$3.00
- 4422 Coral \$1.25
- 4423 Wishbone, bar. \$1.25
- 4424 Amethyst, pnts. \$2.00
- 4425 Pearls \$2.00
- 4426 Cats eye \$2.00
- 4427 Cameo \$2.50
- 4428 Opal \$2.25
- 4429 Good-luck pin \$1.75
- 4430 Coral \$2.25
- 4431 Baroque \$2.25
- 4432 Pearl, enameled \$1.50
- 4433 Emerald \$2.25
- 4434 Tiger eye \$1.25
- 4435 Baroque \$1.25
- 4436 Baroque \$1.25
- 4437 Pearl, enameled \$1.25
- 4438 Emerald \$1.25
- 4439 Baroque, ruby \$2.00
- 4440 Sweet pea \$2.00
- 4441 Bat wings \$3.50
- 4442 Wishbone \$3.50
- 4443 Pansy, baroque \$1.35
- 4444 Horseshoe, bar. \$1.25
- 4445 Bowknot, pol. \$1.35
- 4446 Leaves, pearl \$1.25
- 4447 Amethyst, pnts. \$1.25
- 4448 Heart, wishbone \$1.00
- 4449 Lily, baroque \$1.50
- 4450 Opal \$2.50
- 4451 Horseshoes \$1.00



PENS, KNIVES, ETC.

The pictures show the exact size. The pens are 14k gold; the other pieces, excepting 4471, are 10K. The knives have blades of the finest German steel.

- 4475 The clip \$1.00
- 4476 No. 5 Pen \$1.00
- 4477 No. 6 Pen \$1.00
- 4478 No. 1 Pen \$1.00
- 4479 No. 2 Pen \$1.00
- 4480 No. 3 Pen \$1.00
- 4481 No. 4 Pen \$1.25
- 4482 Cigar cutter, Roman \$4.00
- 4483 Clear cutter, diamond \$7.00
- 4484 The clip, bead edge \$1.25
- 4485 Magic pencil, 14k \$1.25
- 4486 Magic pencil \$1.25
- 4487 Screw pencil \$1.25
- 4488 Good-luck cigar cutter \$4.00
- 4489 Good-luck cigar cutter \$4.00
- 4490 Good-luck tie clip \$1.00
- 4491 Knife, 2 blades \$3.00
- 4492 Knife, 3 blades & tie \$3.00
- 4493 Knife, 3 blades & tie \$4.00



THE BAIRD-NORTH FOUNTAIN PENS.

Our special pen proved to be a very popular and a very satisfactory pen. It's a good pen priced low. The pens are all 14k gold. We guarantee them to be right in every particular.

The last four numbers, 6729, 6730, 6731 and 6732, are self-filling; they have the collapsible rubber sack. This pen can be filled from any ink bottle without soiling the fingers. To fill the pen, place the point in the ink and collapse the sack by blowing in the end of the handle. The illustrations are actual size.

6720 Filigree gold mounting	\$6.00	6725 Wide gold bands	\$2.50	6729 Self-filling, wide gold bands	\$2.50
6721 Full gold mounted	5.50	6726 Gold bands	2.00	6730 Self-filling, gold bands	2.00
6722 Gold mounted, straight cap	5.00	6727 Plain barrel	1.75	6731 Self-filling, plain barrel	1.75
6723 Gold mounted, taper cap	4.00	6728 Plain, taper cap	1.50	6732 Self-filling, plain barrel	1.50
6724 Wide gold bands	3.00				

ABOUT ENGRAVING. As stated on the last page of this book, we engrave on any article (except plated table ware) where there is a suitable place, one, two or three script initials (not in monogram) without charge. All engraving in addition to the above is extra and must be paid for. Monograms and Old English are not engraved free, and if requested the extra charge must be included with your remittance or the work cannot be done.

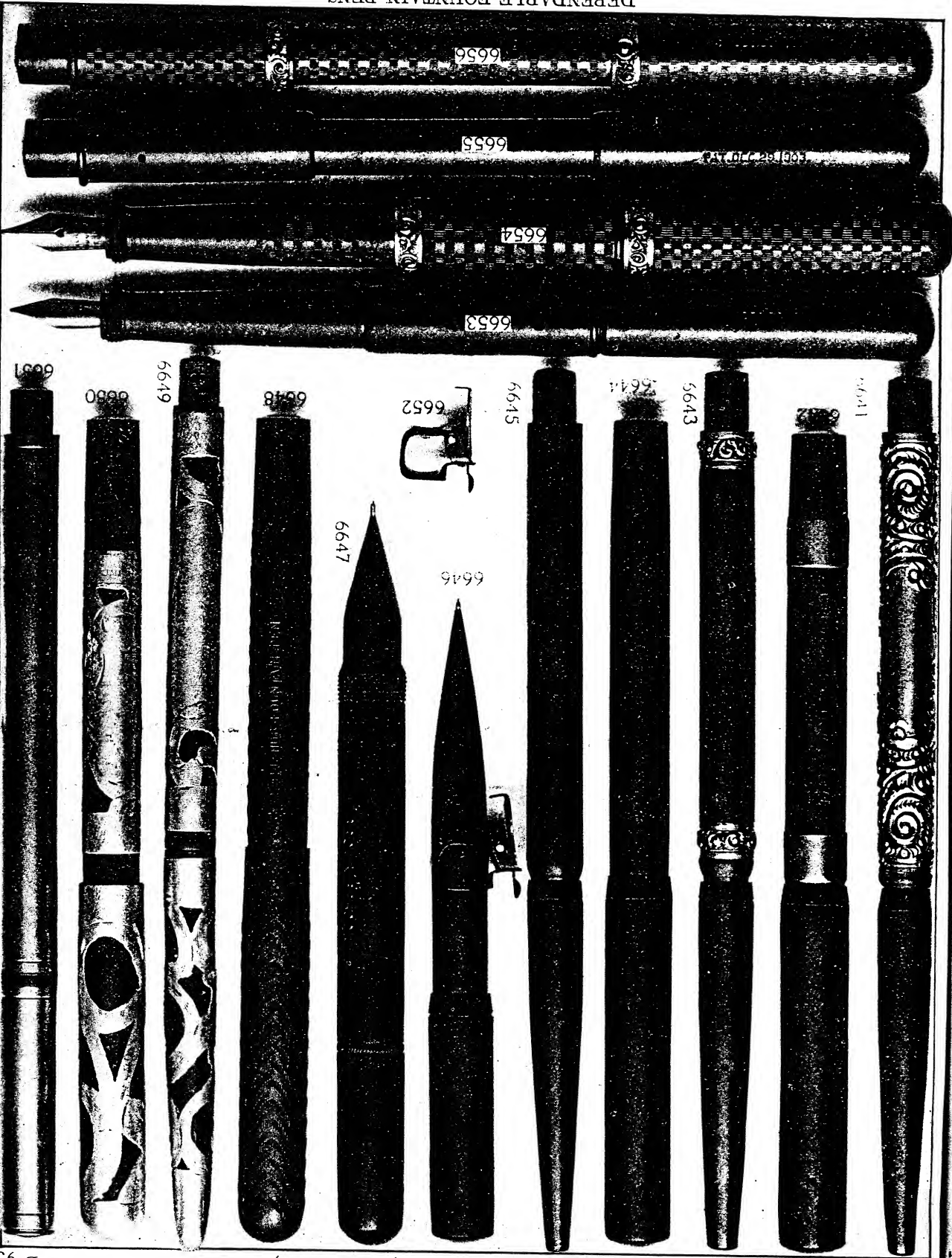
There is a general custom among jewelers to include the price of engraving in the price of each article, making it appear that no charge is made for the engraving. Many do not wish engraving, but when the price of the article includes the price of engraving they are obliged to pay for it, although they may not realize it. This is unjust.

As a great many of our customers do not care for engraving, we judge it the only fair way, to price our goods without reference to the engraving, and to make a separate charge for this extra work. Engravers earn from \$4.00 to \$10.00 per day. From this you will readily see that engraving cannot be, and in no case is it, done free. Our method then is the only fair and equitable one.

We do not solicit engraving and prefer not to do it. And should you wish to have your engraving done at home we would be glad to have you do so.

The size as durable, write s
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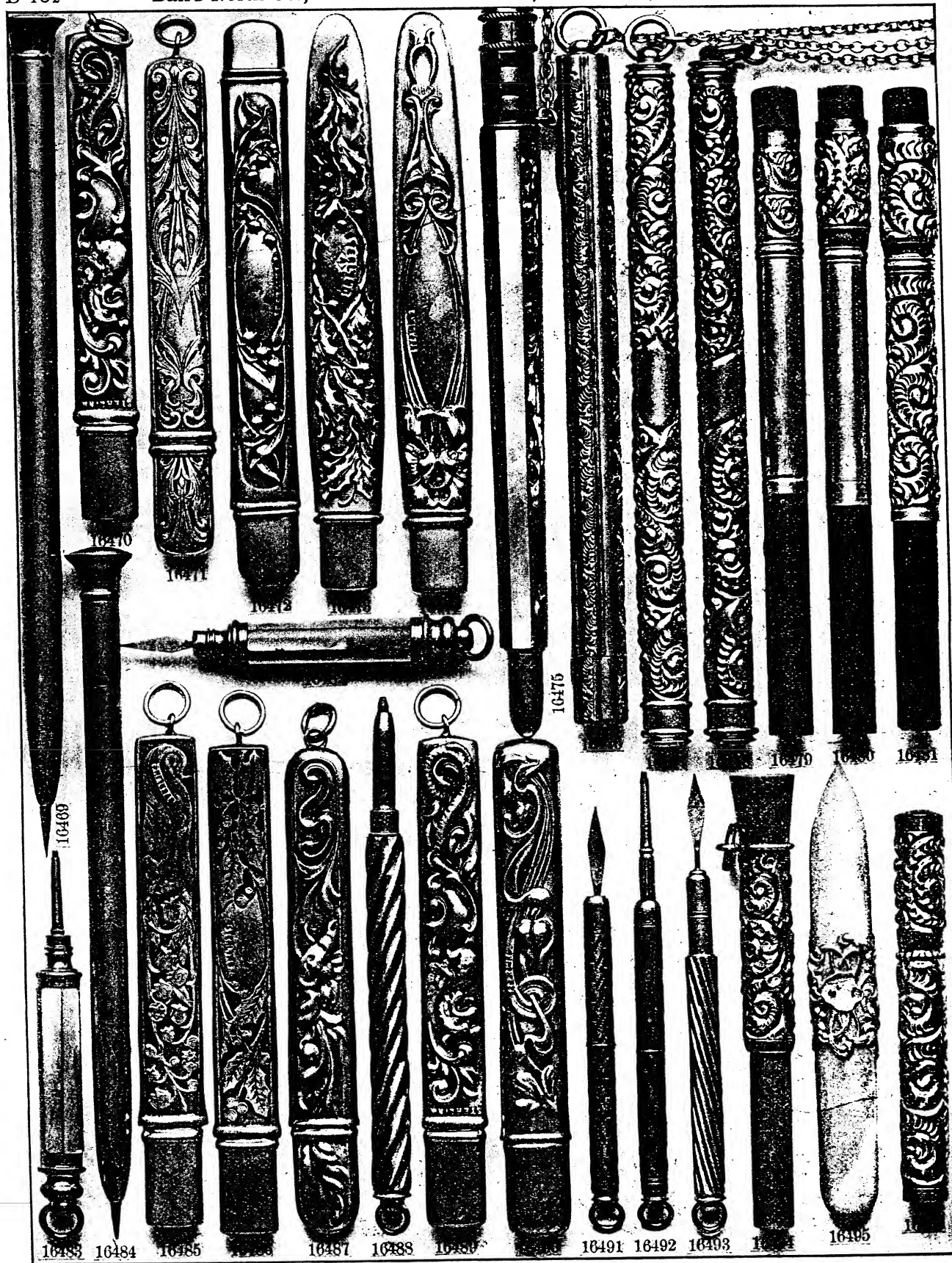
DEPENDABLE FOUNTAIN PENS.

The illustrations are actual size. All of the fountain pens, except Nos. 6653 and 6654, are shown closed. The pens are all solid gold and of medium size as shown on Nos. 6653 and 6654. The ink pen nibs are shown open and ready for use. The first five pens are **Paul E. Wirt** pens—they are durable and satisfactory; we show the most popular patterns. Nos. 6646 and 6647 are stylographic pens or ink pencils; they do not leak—they write splendidly, and they are giving the best of satisfaction. Nos. 6646 and 6647 are stylographic pens or ink pencils; they do not leak—they are **The Baird-North** pens, as shown on the opposite page, are immensely sellers. We have added four more designs on this page, Nos. 6648, 6649, 6650 and 6651. No. 6651 has a plain gold mounting. No. 6652, the **Snapper Catch**, is a simple and low priced device for keeping pen or pencil in the pocket. It is made in three sizes—small for pencils, medium for fountain pens and large for large size fountain pens. The **Non-Leakable Pens**, the last four across the bottom of the page, we have sold for years. They give complete satisfaction, and if the instructions are followed, they cannot leak. Nos. 6653 and 6654 are small size, they are only 4 1/2 inches long when closed. The other two are full size pens.

PAUL E. WIRT
 6641 Gold and silver barrel, taper cap \$5.00
 6642 Gold barrel, taper cap 3.50
 6643 Gold barrel, taper cap 3.00
 6644 Plain barrel, taper cap 1.50
 6645 Plain barrel, taper cap 2.00

STYLOGRAPHIC PENS
 6646 Plain barrel . . . \$1.50
 6647 Plain barrel . . . 2.00
 6648 Fancy barrel . . . 1.00

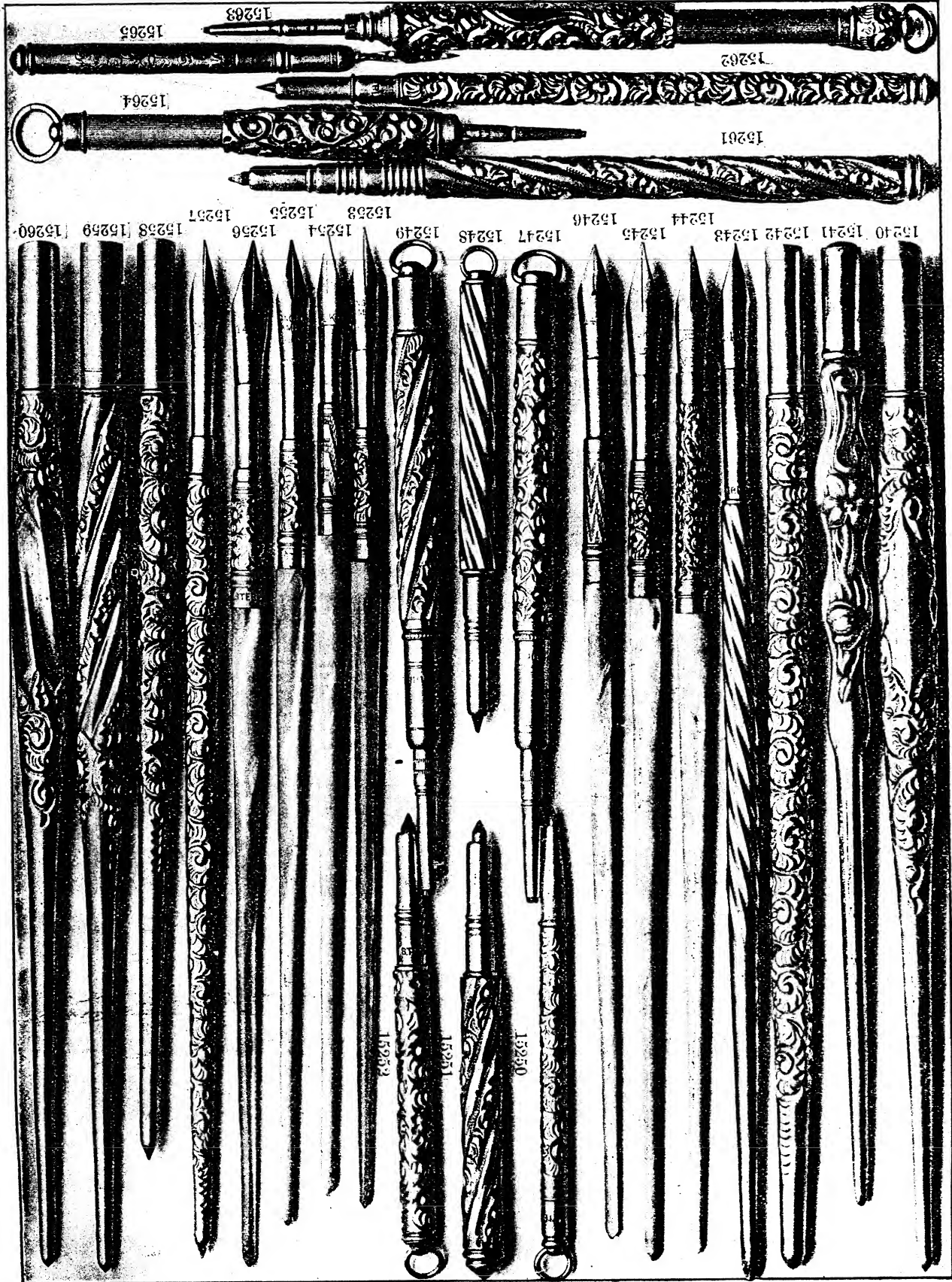
THE SNAPPER CATCH
 6651 Plain gold mounting. 5.00
 6650 Silver filler. . . 2.50
 6649 Silver filler. . . 2.50
 6652 Snapper catch each . 10
 6653 Tourist, plain barrel. \$2.50
 6654 Tourist, gold barrel. 3.00
 6655 Plain barrel . . . 2.50
 6656 Gold bands . . . 3.00



STERLING SILVER PENCILS, ETC.

The pictures show the exact size. The pieces are of sterling silver, 925-1000 fine, excepting Nos. 16475, 16478, 16483, 16491, 16492, which are gold filled. Nos. 16469 and 16484 are fitted with a new device that holds the lead securely.

16469 Clutch point pencil . \$1.25	16476 Thermometer case . \$1.25	16483 Screw pencil, pearl barrel, gold filled . \$1.25	16489 Nail file and cuticle knife, case forms handle . \$0.75
16470 Flat pencil in case . .60	16477 Physician's thermometer case, chased . . . 1.00	16484 Clutch point pencil . 1.00	16490 Six flat pencils and case 1.00
16471 Six flat pencils and case .75	16478 Physician's thermometer case, gold filled . 1.00	16485 Nail file, case forms handle, lily of the val. .60	16491 Gold screw toothpick .25
16472 Six flat pencils and case, lily of the valley . 1.00	16479 Pencil prot'ct'r with rub. .35	16486 Nail file, case forms handle, holly . .60	16492 Gold screw pencil .25
16473 Flat pencil in case, holly .60	16480 Pencil prot'ct'r with rub. .50	16487 Pencil in case . .60	16493 Silver screw toothpick .25
16474 Flat pencil in case, fleur-de-lis .60	16481 Pencil protector with rubber, chased . .65	16488 Screw pencil . .40	16494 Cigar piercer . 1.25
16475 Physician's thermometer case, pearl barrel, gold filled ends . . . 1.75	16482 Toothpick, prl., g'd filled 1.25		16495 Pearl cuticle and nail cleaner .50
			16496 Toothpick holder, chased .60



PENCILS AND PENHOLDERS.

The illustrations are actual size. The pens are solid 14k gold, and the pearl handles are of fine quality.

15240	Sterling silver penholder.	\$1.00
15241	Sterling silver penholder.	.75
15242	Sterling silver penholder.	1.00
15243	Sterling silver penholder.	1.00
15244	Pearl, solid gold ferrule, 14k pen.	3.00
15245	Pearl, gold lined ferrule, 14k pen.	1.00
15246	Pearl, gold lined ferrule, 14k pen.	1.35
15247	Pearl, sterling silver ferrule, 14k pen.	1.00
15248	Pearl, sterling silver ferrule, 14k pen.	.85
15249	Pearl, sterling silver ferrule, 14k pen.	1.00
15250	Pearl, sterling silver ferrule, 14k pen.	1.25
15251	Sterling silver screw pencil, stone.	.50
15252	Sterling silver screw pencil.	.35
15253	Sterling silver screw pencil.	.35
15254	Sterling silver penholder.	1.00
15255	Sterling silver penholder.	1.00
15256	Sterling silver penholder.	1.00
15257	Sterling silver penholder.	1.00
15258	Sterling silver penholder.	1.00
15259	Sterling silver penholder.	1.00
15260	Sterling silver penholder.	1.00
15261	Sterling silver penholder.	1.00
15262	Sterling silver penholder.	1.00
15263	Sterling silver penholder.	1.00
15264	Sterling silver penholder.	1.00
15265	Sterling silver penholder.	1.00
15266	Sterling silver penholder.	1.00

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